THE IVY NETWORK CORPORATION
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S. L. MAIER
PRESIDENT

MARK J. HOFFMAN
SECRETARY – TREASURER

October 18, 1971

TO : ALL STATIONS RECEIVING US NEWS BUYS.

FROM : Mark Hoffman

SPECIFICS:

There are 43-ten second spots on the enclosed tape. You are to place ALL of these spots on cart, so that each different spot gets run at least once each week. This means using a ten minute cart. This will take your productions manager twenty or thirty minutes.The spots are 15 IPS, and have a small music intro and outro. If you lose your master, notify me immediately.

THE BUY ITSELF:

This buy was generated by our new brochure, which we sent to over 3oo corporations and agencies. The person making the buy is EXTREMELY interested in Ivy, and loves talking to us. This is a TEST buy, and if it is successful, more and more money will be spent on your stations and other Ivy stations. After listening to the spots, you will notice that 9 of the 43 have an address to which you send your name and address, and one dollar, cash, money order, or personal check to subscribe to US News for eight weeks. (equivalent news-stand price is $4.00) US News has rented a post office box in Washington SPECIFICALLY for this campaign, and all subscriptions will be handled by hand. The address is

US NEWS AND WORLD REPORT
1233 24th street
Washington, D.C. 20037

You will notice that the city's name is not given-US News has done this before and has 95% success. The zip code will do, and makes the spots shorter. This is a measured response camp-aign, and if each of the five stations included in the buy could get thirty responses, US News will pour in some more (hopefully lots) money, and make this a traditional thing like Newsweek. It's up to you- talk it up in your station. Get someone to sit at the campus mail station for a day. Sell it to your friends. In all sincerity, you will not be wasting your time. I expect to see each Ivy rep with a subscription-not a bad deal for $1.00.

SCHEDULING:

Live tags including the address may be added to spots not having an address in it. This is up to you.

Run seven spots each day of the week. I want each of you to place them as you wish. You can have US News sponsor one of your talk shows-the spots may be run late at night, early in the morning-during sports broadcasts-anywhere. You can have them set up to run every 15 minutes for two hours if you wish. There are only two rules to keep in mind:

1) Schedule the spots during thsoe times when you will get the largest student audience! Don't just put them anywhere or you'll just be screwing yourself.

2) Separate these spots from Newsweek spots by 15 minutes, if possible. We should provide some separation between direct competitors.

MISCELLANEOUS:

Affidavits are required. Don't be late.

If you like, you could cut a couple spots you don;t like.

The campaign MUST be finished before Thanksgiving.

Please answer the questions on the enclœd sheets. The buyer is a real egotist, and if he reads good stuff he'll be that much happier. Be constructive. All this may sound like a lot, but remember, you eventually will get over $1.75 for each 10-second spot, and there's more money if you cooperate.

The enclosed sheets should be completed ASAP, or when you have something to go on. Please-no later than November 20.

Good luck. Get back to me IMMEDIATELY with schedule changes, suggestions, ideas, response, etc.